

**What is claimed is:**

1. A coffee extract product which has:
  - a) a brew solids level of greater than about 1.2%; and
  - b) a Delta Standard yield of less than about 8%.
2. A coffee extract product according to Claim 1 which has:
  - a) a brew solids level of greater than about 1.5%; and
  - b) a Delta Standard yield of less than about 8%.
3. A coffee extract product according to Claim 1 which has:
  - a) a brew solids level of greater than about 2.0%; and
  - b) a Delta Standard yield of less than about 3%.
4. A coffee extract product according to Claim 1 which has:
  - a) a brew solids level of greater than about 1.2%; and
  - b) a Delta Standard yield of less than about 5%.
5. A coffee extract product according to Claim 1 which has:
  - a) a brew solids level of greater than about 1.2%; and
  - b) a Delta Standard yield of less than about 3%.
6. A coffee extract product according to Claim 1 which has:
  - a) a brew solids level of greater than about 1.5%; and
  - b) a Delta Standard yield of less than about 5%.
7. A coffee extract product according to Claim 1 which has:
  - a) a brew solids level of greater than about 2.0%; and
  - b) a Delta Standard yield of less than about 3%.
8. A process for making a customized coffee beverage product by delaying the dilution of the coffee extract for a minimum period of about 5 minutes after the onset of brewing of the extract.
9. A process according to Claim 8 for making a customized coffee beverage product by delaying the dilution of the coffee extract for a minimum period of about 15 minutes after the onset of brewing of the extract.

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10. A process according to Claim 9 for making a customized coffee beverage product by delaying the dilution of the coffee extract for a minimum period of about 30 minutes after the onset of brewing of the extract.
11. A process according to Claim 10 for making a customized coffee beverage product by delaying the dilution of the coffee extract for a maximum period of about 48 hours after the onset of brewing of the extract.
12. A process according to Claim 11 for making a customized coffee beverage product by delaying the dilution of the coffee extract for a maximum period of about 24 hours after the onset of brewing of the extract.
13. A process according to Claim 12 for making a customized coffee beverage product by delaying the dilution of the coffee extract for a maximum period of about 12 hours after the onset of brewing of the extract.
14. The process of Claim 8 wherein the weight ratio of the extraction portion of water to dry, roast and ground coffee is from about 5:1 to about 24:1.
15. The process of Claim 14 wherein the weight ratios of the extraction portion of water to dry, roast and ground coffee is from about 8:1 to about 13:1.
16. The process of Claim 11 wherein the weight ratio of the extraction portion of water to dry, roast and ground coffee is from about 5:1 to about 24:1.
17. The process of Claim 11 wherein the weight ratios of the extraction portion of water to dry, roast and ground coffee is from about 8:1 to about 13:1.
18. The process of Claim 8 wherein the coffee/water dilution ratios are from zero to about 1:15.
19. The process of Claim 11 wherein the coffee/water dilution ratios are from zero to about 1:15.
20. The process of Claim 8 wherein the coffee extract has a brew solids of less than about 10%.

21. The process of Claim 20 wherein the coffee extract has a brew solids of less than about 5%.
22. The process of Claim 21 wherein the coffee extract has a brew solids of less than about 4%.
23. The process of Claim 22 wherein the coffee extract has a brew solids of less than about 3.5%.
24. The process of Claim 8 wherein the coffee extract has a minimum brew solids of greater than about 1.2%.
25. The process of Claim 24 wherein the coffee extract has a minimum brew solids of greater than about 1.5%.
26. The process of Claim 25 wherein the coffee extract has a minimum brew solids of greater than about 2%.
27. The process of Claim 11 wherein the coffee extract has a brew solids of less than about 10%.
28. The process of Claim 27 wherein the coffee extract has a brew solids of less than about 5%.
29. The process of Claim 28 wherein the coffee extract has a brew solids of less than about 4%.
30. The process of Claim 29 wherein the coffee extract has a brew solids of less than about 3.5%.
31. The process of Claim 11 wherein the coffee extract has a minimum brew solids of greater than about 1.2%.
32. The process of Claim 31 wherein the coffee extract has a minimum brew solids of greater than about 1.5%.

33. The process of Claim 32 wherein the coffee extract has a minimum brew solids of greater than about 2.0%.

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